

Message Text

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PAGE 01 MELBOU 01471 282346Z
ACTION EA-09

INFO OCT-01 ISO-00 AS-01 EB-07 USIA-15 /033 W
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R 280725Z JUN 77
FM AMCONSUL MELBOURNE
TO USDOC WASHDC
INFO SECSTATE WASHDC 3973
AMEMBASSY CANBERRA
AMEMBASSY TOKYO

UNCLAS MELBOURNE 1471

USDOC FOR OIM/SAD - JOHNSON; TOKYO FOR USTS - SCHMITZ

E O 11652 N A
TAGS BEXP, AS
SUBJ: IN-STORE PROMOTION: GEORGES AUSTRALIA LTD'S 1977 ISP OFF TO
GOOD START

REF A MELBOURNE 1297 B 76 USIA 34357 C 76 CANBERRA 8629

1. SUMMARY: AT HALFWAY MARK, GEORGES' CURRENT ISP, "USA-STARRED";
APPEARS HEADED FOR COMPLETE SUCCESS. STORE MANAGEMENT HIGHLY
PLEASED WITH CROWDS AND SALES IN FIRST WEEK. CONGEN THANKS
USTS TOKYO, OIM/SAD AND USIS MELBOURNE FOR HELPING MAKE THIS
POSSIBLE.

2. GEORGES AUSTRALIA LTD'S THIRD AMERICAN IN-STORE PROMOTION
OPENED ON SCHEDULE MONDAY NIGHT JUNE 20 IN PRESENCE LORD MAYOR
AND LADY MAYORESS OF MELBOURNE AND SOME 200 GUESTS,
MOSTLY MEMBERS OF AUSTRALIAN AMERICAN ASSOCIATION.
CHARGE D'AFFAIRES AND MRS PERCIVAL CAME FROM CANBERRA
FOR OCCASION AND FORMER GAVE OPENING SPEECH. FEATURE
EVENT OF OPENING WAS PREVIEW OF TOP AMERICAN FASHION
DESIGNER GEOFFREY BEENE'S COLLECTION, INCLUDING BOTH
HIS "BEENE BAG" LINE OF MODERATELY PRICED READY-TO-WEAR
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APPAREL, AND HIS HAUTE COUTURE COLLECTION. UNLIKE RATHER
STANDARD FASHION PARADE MOST GUESTS APPARENTLY EXPECTED, BEENE'S
AMERICAN MODEL AND NINE OR TEN MELBOURNE MODELS PUT ON A
FAST-MOVING, LIVELY SHOW THAT MELBOURNE'S FASHION FOLLOWERS
WILL BE TALKING ABOUT FOR SOME TIME. DURING REST OF WEEK,
STORE HELD SAME PARADE TWICE DAILY AND CROWDS AVERAGED AT
LEAST 1000 PER DAY. NONE OF GARMENTS ON PARADE COULD BE

SOLD BECAUSE ALL ENTERED AUSTRALIA ON CARNET AND MUST BE REEXPORTED, BUT STORE IS WELL STOCKED WITH "BEENE BAG" LINE (HAUTE COUTURE OUT OF REACH OF ALL BUT HANDFUL OF CUSTOMERS ANYHOW BECAUSE OF 34 PERCENT A. V. IMPORT DUTY). FIRST REPORTS INDICATED GOOD SALES NOT ONLY OF BEENE'S APPAREL BUT OF OTHER AMERICAN MERCHANDISE ALL OVER STORE.

3. OIM/SAD WILL BE RELIEVED TO LEARN 50 STATE AND SIX TERRITORIAL FLAGS (REFTEL A) REACHED MELBOURNE JUNE 17 AND WERE USED THROUGHOUT GROUND FLOOR OF MAIN STORE AND ANNEX WITH GREAT EFFECT. (SEE LAST PARA FOR ACTION.

4. TRAVEL POSTERS (BLACK-AND-WHITE LINE DRAWINGS OF NEW ORLEANS, SAN FRANCISCO AND NEW YORK) PROVIDED BY USTS BEING USED AS UNIFYING DECOR THROUGHOUT SEVERAL DEPARTMENTS. POST PERSUADED LOCAL SONY IMPORTER TO LEND STORE TWO VTR PLAYERS AND FOUR MONITORS FREE OF CHARGE FOR DURATION OF PROMOTION. THESE ARE RUNNING CONTINUOUSLY WITH USTS-PROVIDED FILMS (TRANSCRIBED ONTO VIDEO-TAPE COURTESY USIS MELBOURNE) "CHICAGO IS..." AND "THE FAR WEST". ALSO CONTINUOUSLY RUNNING TWO USIS VTR'S, "VISIT USA" AND "GLIMPSES OF AMERICA."

5. USIS MELBOURNE ALSO PROVIDED MULTI-PANEL EXHIBIT ON LIFE WORK OF FREDERICK LAW OLMSTED, AMERICAN LANDSCAPE ARCHITECT AND URBAN PARK DESIGNER, AND TWO DOZEN PHOTO DISPLAY UNCLASSIFIED

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BOXES OF U.S. TOURIST ATTRACTIONS.

6. POST ALSO CONTRIBUTED LOAN OF FOUR DRESS FLAGS AND STANDARDS. ALL ABOVE, TOGETHER WITH STORE'S OWN SIDE USE OF FLAGS AND "USA-STARRED" MOTIF, CREATES EXCELLENT VISUAL SETTING FOR WHOLE PROMOTION. ONLY FLAW IN SCENE IS EXHIBITION IN STORE'S THIRD FLOOR GALLERY OF COLLECTION OF DRAWINGS OF PARIS BY AUSTRALIAN ARTISTKQ. OUR AND USIS MELBOURNE'S EFFORTS TO LOCATE SUITABLE AMERICAN EXHIBIT TOURING IN AREA WERE UNSUCCESSFUL AS WERE STORE'S EFFORTS TO ROUND UP LOAN COLLECTION OF AMERICAN ART FROM PRIVATE AUSTRALIAN SOURCES. (USIA'S "THE CONTEMPORARY SOUTH" (REFTEL B) WAS REQUESTED BY POST AND WOULD HAVE BEEN IDEAL. BUT WAS TURNED DOWN BY USIS CANBERRA BECAUSE OF HIGH COST. UNFORTUNATELY NOTHING ELSE WAS IN PIPELINE.) WITH THIS EXCEPTION, EVERYTHING POST AGREED TO PROVIDE WAS IN PLACE BY OPENING NIGHT.

7. BLACK-AND-WHITE PHOTOS OF ISP TAKEN BY CURRAN NOW BEING PROCESSED. WILL SEND TO OIM/SAD THIS WEEK. COLOR SLIDES WILL FOLLOW IF SATISFACTORY.

8. FOR OIM/SAD: ACTION REQUESTED: LOCAL IMPORTER-RETAILER

OF AMERICAN FURNITURE WANTS TO BUY ENTIRE SET OF STATE AND
TERRITORIAL FLAGS YOU SENT. PLEASE ASK MR HAYNES OF
NATIONAL CAPITAL FLAGS CO FOR PRICE ON WHOLE LOT. CABLE
REPLY; GEORGES' PROMOTION ENDS JULY 2 AND INTERESTED PARTY
WANTS TO USE THEM JULY 4. ALSO PLEASE ADVISE US DOLLAR COST
TWO US FLAGS BOUGHT FOR PAN AM, SO CURRAN CAN GET REIMBURSEMENT.
BRAND

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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
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